RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #332880
Mr. D. Ginsburg
KEY STORES

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear David:

Attached are July orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with ***July*** *Salem Tear Tape product.* These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR Representative, J. Coslett will provide Retail Customer List for distribution of this promotion.

RJR will reimburse you **$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per SKU:	**40 units**
Billing per SKU:	**4 Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enc. Retailer Letter
Retail Customer List

3QTRSAL.DOC

51845 9645

Source: https://www.industrydocuments.ucsf.edu/docs/pzly0000

KEY STORES

JULY DELIVERY
SALEM TEAR TAPE

*** * *UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED* * ***

30 SKUs of Displays (Item #541964)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	1

PRODUCT / DISPLAYS ARRIVAL:	JUNE 29, 1998
SHIP DATE TO RETAIL:	WEEK OF: JULY 13, 1998
EFT $ AMOUNT:	$1,298.44
PACKING / SHIPPING PAYMENT	$28.00 (4 (6M) promoted case(s) @ $7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/pzly0000

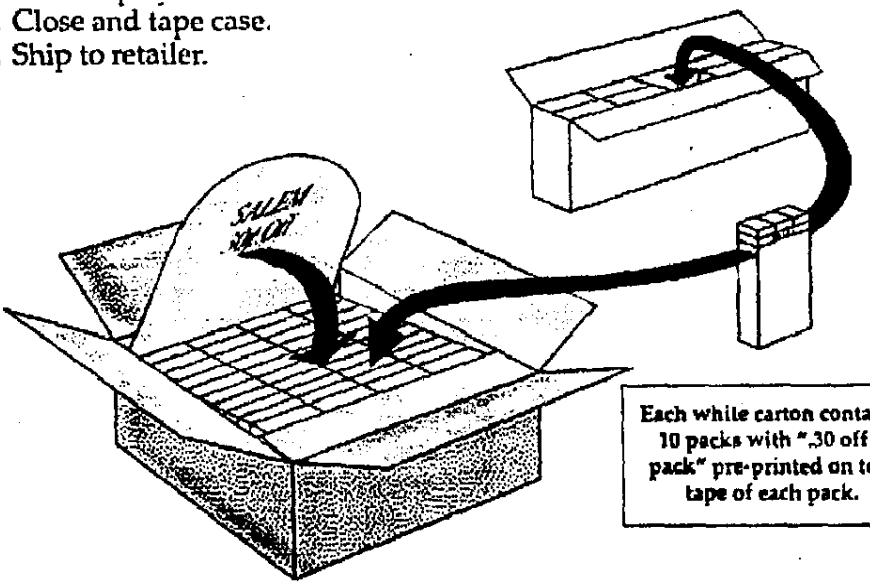
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE | **3RD QTR.'98**

July SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item: # 541964
MSA Promotion Reporting Description: SAL_98__30/1_PK_

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/pzly0000

Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- **Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's**
- **All displays/POS available for order in "eaches"**

40-PACK SHIPPER DISPLAY

item #541964

- **Small footprint**
- **Shipped pre-assembled with product and paster**
- **Price discount clearly communicated**

item #541970

- **Comes packed in shipper display**

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!

item #541973

- **Impactful 3-D pack replicas**
- **Designed to increase awareness in self-service and non self-service locations**
- **Must be ordered separately from shipper display**

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Source: https://www.industrydocuments.ucsf.edu/docs/pzly0000

RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 9649

Source: https://www.industrydocuments.ucsf.edu/docs/pzly0000